

Mason County
Quit Line Data Summary
January 1 - March 31, 2003

	County	State
Number of Calls to Quit Line	N = 68	N = 4,042
Percent of Statewide Calls	2.0%	100.0%
Percent of State Population in County¹	0.8%	100.0%
	County %	State %
Gender	N = 66	N = 3,581
Female	69.7%	62.2%
Male	30.3%	37.8%
Race/Ethnicity	N = 64	N = 3,087
People of Color	1.6%	12.9%
White	98.4%	87.1%
Age	N = 68	N = 3,298
Less than 18 years old	0.0%	1.8%
18 - 24 years old	11.8%	14.6%
25 - 34 years old	27.9%	23.1%
35 - 44 years old	26.5%	27.0%
45 years and older	33.8%	33.5%
Education	N = 66	N = 3,197
Did not graduate high school	16.7%	19.2%
High school graduate	53.0%	32.7%
Some college/vocational school	25.8%	36.6%
College graduate	4.5%	11.4%
Caller Type	N = 68	N = 3,656
General Information	0.0%	9.4%
Health care provider	0.0%	3.2%
Tobacco user	100.0%	87.4%
Payer Type	N = 60	N = 2,529
Insured	43.3%	36.7%
Uninsured	28.3%	29.6%
Medicaid	28.3%	33.7%
Heard About	N = 60	N = 3,148
Past caller	10.0%	9.1%
Employer/worksites	0.0%	0.7%
Health care provider	48.3%	24.8%
Television	6.7%	18.3%
Outdoor advertisement (billboard/bus/wall)	0.0%	4.9%
Targeted mailing	0.0%	0.2%
Great Start	0.0%	0.1%
Radio	0.0%	1.9%
Newspaper/Magazine	0.0%	2.5%
Brochure/Newsletter	3.3%	8.2%
Family or friend	26.7%	24.2%
Health Department	5.0%	4.5%
School	0.0%	0.7%